

METHODOLOGY

In June 2024, AARP engaged ANR Market Research Consultants to conduct a quantitative research study among Alabama's African American or Black (AA/B) residents age 45 and older. Topics included healthcare, the economy, financial issues, Social Security, retirement, independent living, long-term care, caregiving, livable communities, housing affordability, and opinions of AARP. ANR completed a total of 358 interviews (73 via landline telephone, 82 via cell phone, and 203 online).

Respondents were screened to meet the following criteria:

- Age 45+
- Resident of Alabama
- African American or Black

Survey length averaged 16.0 minutes by telephone and 12.3 minutes online.

SAMPLE

Landline, cell phone, and online sampling were used for this research, with the telephone sample drawn randomly from a list of Alabama residents age 45 and older, purchased from Aristotle, and the online sample provided by Fulcrum. A total of 27,863 records were utilized to achieve a sample of 707 respondents and supplemental oversample of an additional 200 interviews with African American or Black respondents.

The list of 2,163,448 residents of Alabama age 45 and older was randomly divided into 2,164 replicates of 1,000 records for telephone dialing. Initially, 20 replicates were released for calling, with additional replicates being opened as necessary. In all, 28 replicates representing a total of 27,863 resident records were dialed to complete the telephone portion of this study.

The sample of 358 African American or Black respondents yields a maximum statistical error of $\pm 5.2\%$ at the 95% level of confidence. (This means that in 95 out of 100 samples of this size, the results obtained in the sample would be within ± 5.2 percentage points of the results obtained had everyone in the population been interviewed.)

INTERVIEWING

The survey was launched on July 9, 2024 and closed on July 22, 2024. Telephone interviewing was active between 5:30 p.m. and 9:00 p.m., with some additional calling done between 10:00 a.m. and 4:00 p.m. If necessary, up to 8 call attempts per telephone number were made to reach an eligible respondent. All numbers were called at multiple times of the day as well as days of the week to maximize each resident's opportunity for inclusion in the study. Percentages of some questions may exceed 100% due to rounding or the use of multiple response question formats. All data have been weighted by age and gender according to 2022 American Community Survey (ACS) 5-year estimates.

FINAL DISPOSITION REPORTS

Phone	
FULL COMPLETES	456
SCHEDULED_CALLBACKS	7,312
CALLBACK_NON_SPECIFIC	3,013
SOFT REFUSAL	175
HARD REFUSAL	26
TERMINATED_EARLY	35
GOVERNMENT_BUSINESS	9
LANGUAGE_DEAF	5
SCREENED_OUT	215
OVER_QUOTA	0
NON_WORKING_NUMBERS	4,877
BUSYS_UNCONFIRMED	0
BUSYS_CONFIRMED_HH	65
NO_ANSWERS_UNCONFIRMED	0
NO_ANSWERS_CONFIRMED_HH	4,003
ANSWERING_MACHINE_SERVICE_UNCONFIRMED	5,031
ANSWERING_MACHINE_SERVICE_CONFIRMED_HH	2,629
PRIVACY MANAGER	7
FAX	5
TOTAL	27,863

Online	
FULL COMPLETES (Usable/Eligible)	451
TERMINATED EARLY – MID INTERVIEW – INCOMPLETE (Usable/Eligible)	59
DISCONNECTED / BOUNCEBACK (Unusable)	366
NOT INTENDED PERSON (Unusable)	0
INVITED – NEVER CLICKED / NO RESPONSE (Usability Unknown)	3509
INVITED – CLICKED OPEN / NO PROGRESS (Usability Unknown)	2987
QC QUALITY TOSSED (Not Qualified)	23
QUALITY CONTROL – SPEED TRAP (Not Qualified)	0
TERMINATED - NOT QUALIFIED (Not Qualified)	52
OVER_QUOTA (Usable / Eligible Unknown)	0
TOTAL	7,447

PRODUCTION SUMMARY

Phone	
NUMBER OF FULL COMPLETES	456
SAMPLE	27,863
COOPERATION RATE (COOP3)	74.0%
REFUSAL RATE (REF3)	1.1%
RESPONSE RATE (RR3) ¹	2.1%

Online	
NUMBER OF FULL COMPLETES	451
SAMPLE	7,447
COOPERATION RATE (COOP3)	27.8%
REFUSAL RATE (REF3)	30.1%
RESPONSE RATE (RR3) ¹	17.5%

¹ This response rate formula (RR3) requires the calculation of 'e' which is the proportion of cases of unknown eligibility that are estimated to actually be eligible. The following formula was used to determine 'e': e = Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier / Complete + Terminate Early + Confirmed Household No Answer, Busy, and Answering Machine + Callbacks + Language Barrier + Government/Business + Non-Working + Screened Out + Over Quota.